

AAPA COMMUNICATIONS AWARDS

2012 COMMUNICATIONS AWARDS PROGRAM

5523

INDIVIDUAL SUBMISSION ENTRY FORM

(Please copy and complete this form for each entry)

Check only ONE entry classification below:

- | | |
|--|---|
| 1. AAPA Awareness Initiative Messaging _____ | 8. Overall Campaign _____ |
| 2. Advertisements – Single _____ | 9. Periodicals _____ x |
| 3. Advertisements – Series _____ | 10. Promotional/Advocacy Material _____ |
| 4. Annual Reports _____ | 11. Social/Web-Based Media _____ |
| 5. Audio-Only Presentations _____ | 12. Special Events _____ |
| 6. Directories/Handbooks _____ | 13. Videos _____ |
| 7. Miscellaneous _____ | 14. Visual-Only Presentations _____ |
| | 15. Websites _____ |

☒ CATEGORY 1

☐ CATEGORY 2

Your Name: Heather Morris

Title: tie lines' Industry Subscription Newsletter

Port: Port of Long Beach

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Please indicate precisely how your port's name should be listed on any award(s) it may win:

Name: Port of Long Beach

Being as precise as possible, please attach a separate entry statement, in English, that:

- **Defines the Communications Challenge or Opportunity**
 - Situation Analysis (assess major internal and external factors)
 - Problem Statement (briefly describe in specific & measurable terms)
- **Summarizes Planning and Programming**
 - Goals (summarize desired outcome or end result)
 - Target Publics (be specific; list primary and secondary audiences if appropriate)
 - Objectives (identify specific and measurable milestones needed to reach goal)
- **Identifies Actions Taken and Communication Outputs**
 - Strategies (identify media choices, etc., that require tactics to complete)
 - Tactics (specify actions used to carry out strategies)
 - Implementation Plan (include timelines, staffing and budget)
- **Summarizes Evaluation Methods and Communications Outcomes**
 - Evaluation Methods (describe either formal surveys or anecdotal audience feedback used)



Port of
LONG BEACH
The Green Port

2012 AAPA Communications Awards

Category: Periodicals (Newsletters & Magazines)

Title: Tie Lines Electronic Newsletter

Port of Long Beach Tie Lines Electronic Newsletter

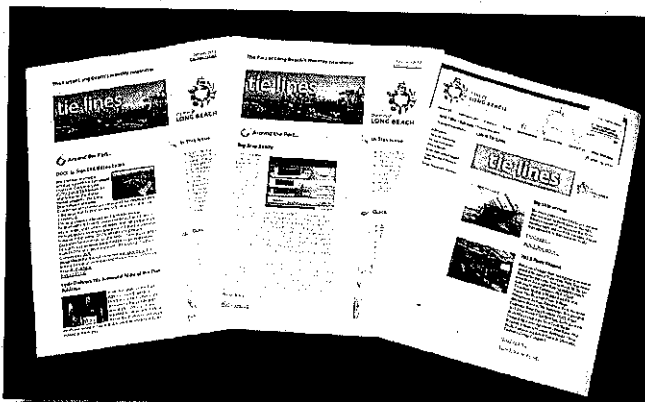
Communications Challenges and Opportunities

The Port of Long Beach began its second century of service in 2012 as the second busiest seaport in the United States. The Port is a primary gateway for U.S.-Asia trade and a trailblazer in innovative goods movement, safety and environmental stewardship. The Port welcomes 5,000 yearly vessel calls and is served by 140 shipping lines with connections to 217 seaports around the world. It covers 3,230 acres with 35 miles of waterfront, 10 piers with 80 berths and 66 gantry cranes offloading 6.3 million containers each year. Customer and community service is at the core of the Port's operations.

Environmental agencies have acknowledged the Port for its landmark green initiatives, reducing overall diesel air pollution by 72 percent, and industry leaders have named the Port of Long Beach the World's Greenest Port as well as the Best Seaport in North America in 14 of the past 16 years.

A major economic engine for the region, each year the Port handles all kinds of cargo valued at more than \$150 billion. The Port is moving forward with nearly \$4.5 billion in planned capital improvements this decade to support growth and strengthen its ability to eclipse new competition, serve the goods-movement industry, Port clients and the community.

The Port supports one in every eight jobs in Long Beach, making it the city's largest employer. That translates to 30,000 Long Beach jobs and expands to more than 300,000 jobs in Southern California and nearly 1.4 million jobs nationwide.



Often, media and public attention focus on the negative side of Port operations without acknowledging the many positive aspects. The Port's challenge is to help its various audiences understand the Port's commitment to fostering sustainable operations while continuing to be an economic engine benefiting the local,

regional and national economy. The Port must make its audiences aware of the efforts being made to revamp and modernize the Port's infrastructure to remain competitive and to continually upgrade security in this post-9/11 era.

Tie Lines, an electronic, subscription-based newsletter published monthly by the Port of Long Beach Communications and Community Relations Division, is a vital communications tool to deliver the Port's key messages directly to one of its most important target audiences — Port customers and the maritime industry.

As traditional media, such as local newspapers and magazines, gradually loses reach and breadth, it is becoming less reliable as a vehicle to reach the Port of Long Beach's audiences, especially targeted industry audiences. Although there has been a proliferation of web-based publications, not all can offer solid evidence of readership or market penetration.

Tie Lines allows the Port to connect directly with an audience that wants to receive the information.



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Category: Periodicals (Newsletters & Magazines)

Title: Tie Lines Electronic Newsletter

Planning and Programming Components

The Tie Lines newsletter is a digital publication targeting the Port's customers, such as terminal operators and ocean carriers and other industry-related audiences, including trucking companies, logistics firms, business organizations, trade publications and more.

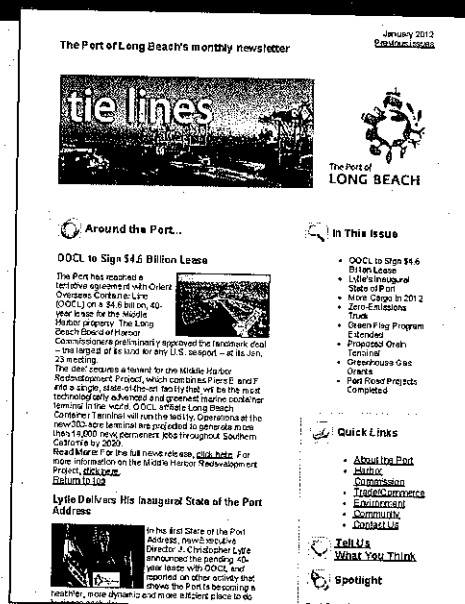
The goal of the publication is to keep the Port's business audience well informed about issues and news that impact Port operations while delivering key Port messages directly to an influential segment of the Port's overall audience. Tie Lines is also designed to be a useful, fact-filled reporting tool for the news media.

Actions Taken and Communication Outputs

The three issues of tie lines submitted for AAPA consideration (January, February and March 2012) exemplify how these goals are accomplished.

The content is primarily business oriented, and includes news about Port operations and upcoming projects and events. It also spotlights items that showcase individual Port leaders, such as coverage of the Bronze Star Medal ceremony for the Port's assistant director of security held during a Harbor Commission meeting (February 2012 issue).

Tie Lines is written, designed and produced on a monthly basis, entirely in-house by the Port of Long Beach Communications and Community Relations Division. Content is a compilation of new copy combined with material that has been distributed separately in releases to the news media and other audiences.



Easy navigation allows the reader to click at the end of each article in the "Around the Port" news section to link to additional text and information and to abundant archived video. An "In This Issue" table of contents links directly to each article, and a "Quick Links" panel quickly sources general reference information. There is also a "Tell Us What You Think" link so the subscriber can comment or ask questions.

For more timely news distribution, publication was increased from six issues per year in 2011 to monthly publication in 2012.

Those interested in receiving tie lines (as well as other Port publications) can subscribe via the Port's website at www.polb.com/subscribe.

Evaluation Methods and Communications Outcomes

The Port uses a vendor service, Lyris, to evaluate its email marketing campaigns, which allows the Port to track overall subscriber numbers and how those subscribers are using the newsletter. As of April 2012, the Tie Lines newsletter has 1,382 subscribers. The vendor's software allows us to review the results of each email campaign. For tie lines, "unique opens," or the percentage of subscribers who open the newsletter, is about 20 percent, or close to 300 unique readers per issue. The actual readership, however, is likely to be higher since some readers may be more casual readers who do not open every monthly issue. But they are loyal subscribers, because the unsubscribe rate is minimal (11 last year).